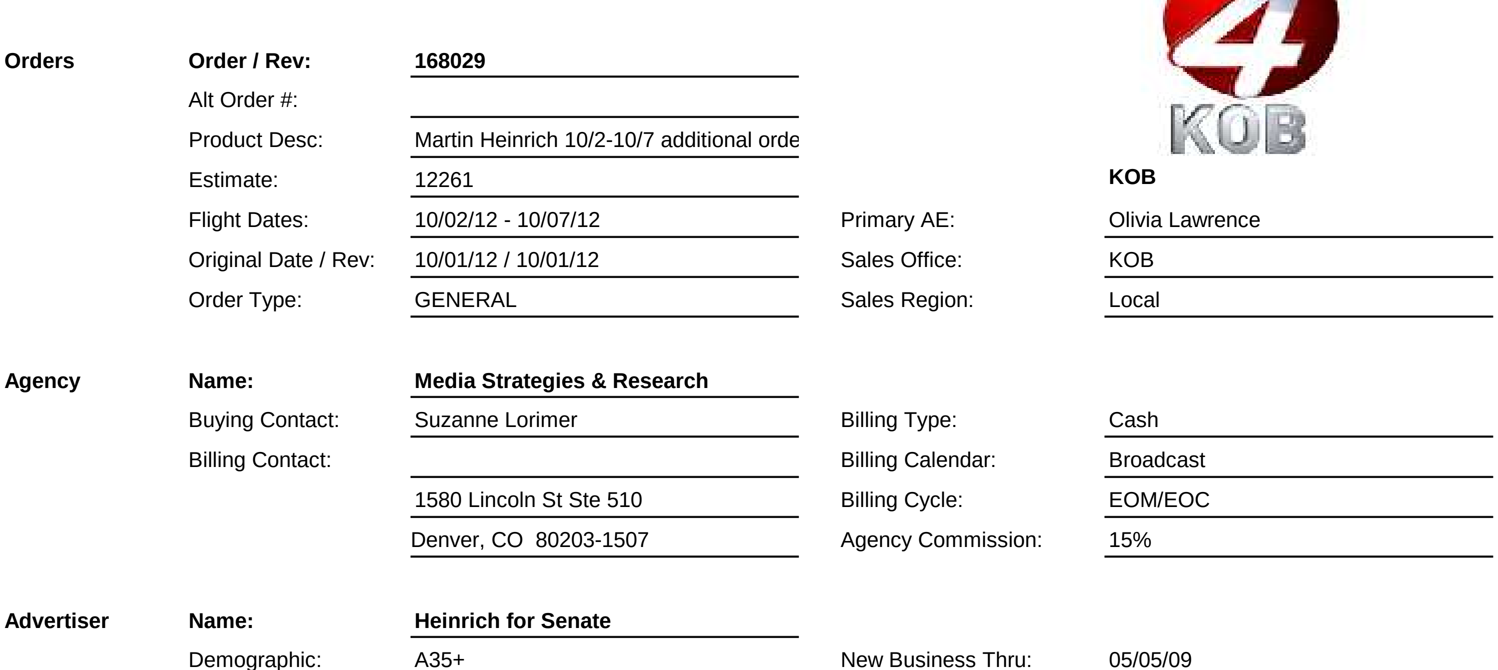
ORDER



KOB

Orders				
	Order / Rev:	**168029**		
	Alt Order #:			
	Product Desc:	Martin Heinrich 10/2-10/7 additional orde		
	Estimate:	12261		
	Flight Dates:	10/02/12 - 10/07/12	Primary AE:	Olivia Lawrence
	Original Date / Rev:	10/01/12 / 10/01/12	Sales Office:	KOB
	Order Type:	GENERAL	Sales Region:	Local

Agency	**Name:**	**Media Strategies & Research**		
	Buying Contact:	Suzanne Lorimer	Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		1580 Lincoln St Ste 510	Billing Cycle:	EOM/EOC
		Denver, CO 80203-1507	Agency Commission:	15%

Advertiser	**Name:**	**Heinrich for Senate**		
	Demographic:	A35+	New Business Thru:	05/05/09
	Product Codes:	PL1	Order Separation:	00:15:00
	Priority:	99	Advertiser External ID:	
	Revenue Codes:	AGY, POL, CAND	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/07/12	35	$8,035.00	$6,829.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	35	$8,035.00	$6,829.75	0.00
Totals	35	$8,035.00	$6,829.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Olivia Lawrence			Start Of Order - End Of Order	100%

Order Share	Share	Total
KOB	26%	$8,035.00
Market	100%	$30,903.85

Competitive Share	Share	Total
CABLE	0%	$0.00
KAPX	0%	$0.00
KASA	9%	$2,781.35
KASY	0%	$0.00
KAZQ	0%	$0.00
KBEI	0%	$0.00
KBIM	0%	$0.00
KCHF	0%	$0.00
KENW	0%	$0.00
KHFT	0%	$0.00
KKTO	0%	$0.00
KLUZ	0%	$0.00
KNAT	0%	$0.00
KNME	0%	$0.00
KOAT	29%	$8,962.12
KOBF	0%	$0.00
KOBR	0%	$0.00
KOCT	0%	$0.00
KOFT	0%	$0.00
KOVT	0%	$0.00

KREZ	0%	$0.00
KRPV	0%	$0.00
KRQE	36%	$11,125.38
KUPT	0%	$0.00
KWBQ	0%	$0.00
UNKWN	0%	$0.00

Order / Rev:	168029	Advertiser:	Heinrich for Senate
Alt Order #:		Product Desc:	Martin Heinrich 10/2-10/7 additional orde
Flight Dates:	10/02/12 - 10/07/12	Estimate:	12261

KOB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	All	10/02/12	10/07/12	News 4 Today I 5a-530a News 4 Today I 5a-530a	CM	M-F 5a-530a	--W----	:30	1	$125.00	4	0.00	NM	1	$125.00
			Week:	Start Date 10/01/12	End Date 10/07/12	Weekdays --W----	Spots/Week 1	Rate $125.00	Rating 0.00						
N 2	All	10/02/12	10/07/12	News 4 Today I 530a-6a News 4 Today I 530a-6a	CM	M-F 530a-6a	-T--F--	:30	2	$225.00	4	0.00	NM	2	$450.00
			Week:	Start Date 10/01/12	End Date 10/07/12	Weekdays -T--F--	Spots/Week 2	Rate $225.00	Rating 0.00						
N 3	All	10/02/12	10/07/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a	--WTF--	:30	3	$350.00	4	0.00	NM	3	$1,050.00
			Week:	Start Date 10/01/12	End Date 10/07/12	Weekdays --WTF--	Spots/Week 3	Rate $350.00	Rating 0.00						
N 4	All	10/02/12	10/07/12	M-F Today Show M-F Today Show	CM	M-F 7a-9a	-TWT---	:30	3	$425.00	3	0.00	NM	3	$1,275.00
			Week:	Start Date 10/01/12	End Date 10/07/12	Weekdays -TWT---	Spots/Week 3	Rate $425.00	Rating 0.00						
N 5	All	10/02/12	10/07/12	Balloon Fiesta Coverage Balloon Fiesta Coverage	CM	Sa/Su 7a-9a	-----SS	:30	2	$150.00	7	0.00	NM	2	$300.00
			Week:	Start Date 10/01/12	End Date 10/07/12	Weekdays -----SS	Spots/Week 2	Rate $150.00	Rating 0.00						
N 6	All	10/02/12	10/07/12	M-F Today Show III 10a M-F Today Show III 10a	CM	M-F 10a-11a	---T---	:30	1	$125.00	4	0.00	NM	1	$125.00
			Week:	Start Date 10/01/12	End Date 10/07/12	Weekdays ---T---	Spots/Week 1	Rate $125.00	Rating 0.00						
N 7	All	10/02/12	10/07/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p	----F--	:30	1	$75.00	6	0.00	NM	1	$75.00
			Week:	Start Date 10/01/12	End Date 10/07/12	Weekdays ----F--	Spots/Week 1	Rate $75.00	Rating 0.00						
N 8	All	10/02/12	10/07/12	Days Of Our Lives 1p Days Of Our Lives 1p	CM	M-F 1p-2p	--W----	:30	1	$125.00	6	0.00	NM	1	$125.00
			Week:	Start Date 10/01/12	End Date 10/07/12	Weekdays --W----	Spots/Week 1	Rate $125.00	Rating 0.00						
N 9	All	10/02/12	10/07/12	Rachael Ray 2p Rachael Ray 2p	CM	M-F 2p-3p	-T-----	:30	1	$75.00	6	0.00	NM	1	$75.00
			Week:	Start Date 10/01/12	End Date 10/07/12	Weekdays -T-----	Spots/Week 1	Rate $75.00	Rating 0.00						
N 10	All	10/02/12	10/07/12	The Insider 3p The Insider 3p	CM	M-F 3p-330p	--WTF--	:30	3	$125.00	4	0.00	NM	3	$375.00
			Week:	Start Date 10/01/12	End Date 10/07/12	Weekdays --WTF--	Spots/Week 3	Rate $125.00	Rating 0.00						
N 11	All	10/02/12	10/07/12	Judge Judy-P/ DR 4p/ 43 Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p	-TW-F--	:30	3	$75.00	6	0.00	NM	3	$225.00
			Week:	Start Date 10/01/12	End Date 10/07/12	Weekdays -TW-F--	Spots/Week 3	Rate $75.00	Rating 0.00						
N 12	All	10/02/12	10/07/12	News 4 @ 5p M-F News 4 @ 5p M-F	CM	M-F 5p-530p	-T-T---	:30	2	$325.00	4	0.00	NM	2	$650.00
			Week:	Start Date 10/01/12	End Date 10/07/12	Weekdays -T-T---	Spots/Week 2	Rate $325.00	Rating 0.00						
N 13	All	10/02/12	10/07/12	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p	--W-F--	:30	2	$300.00	6	0.00	NM	2	$600.00
			Week:	Start Date 10/01/12	End Date 10/07/12	Weekdays --W-F--	Spots/Week 2	Rate $300.00	Rating 0.00						

Order / Rev: 168029
Alt Order #:
Flight Dates: 10/02/12 - 10/07/12

Advertiser: Heinrich for Senate
Product Desc: Martin Heinrich 10/2-10/7 additional orde
Estimate: 12261

KOB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 14	All	10/02/12	10/07/12	News 4 @ 630p M-F News 4 @ 630p M-F	CM	M-F 630p-7p	-T-T---	:30	2	$300.00	6	0.00	NM	2	$600.00
	Week:	Start Date 10/01/12	End Date 10/07/12	Weekdays -T-T---	Spots/Week 2	Rate $300.00	Rating 0.00								
N 15	All	10/02/12	10/07/12	News 4 Special Sa 5p-530p News 4 Special Sa 5p-530p	CM	Sa 5p-530p	-----S-	:30	1	$150.00	6	0.00	NM	1	$150.00
	Week:	Start Date 10/01/12	End Date 10/07/12	Weekdays -----S-	Spots/Week 1	Rate $150.00	Rating 0.00								
N 16	All	10/02/12	10/07/12	Friday Prime A Friday Prime A	CM	F 7p-8p	----F--	:30	1	$600.00	4	0.00	NM	1	$600.00
	Week:	Start Date 10/01/12	End Date 10/07/12	Weekdays ----F--	Spots/Week 1	Rate $600.00	Rating 0.00								
N 17	All	10/02/12	10/07/12	Saturday Prime C Saturday Prime C	CM	Sa 9p-10p	-----S-	:30	1	$250.00	6	0.00	NM	1	$250.00
	Week:	Start Date 10/01/12	End Date 10/07/12	Weekdays -----S-	Spots/Week 1	Rate $250.00	Rating 0.00								
N 18	All	10/02/12	10/07/12	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p	-T-T---	:30	2	$400.00	6	0.00	NM	2	$800.00
	Week:	Start Date 10/01/12	End Date 10/07/12	Weekdays -T-T---	Spots/Week 2	Rate $400.00	Rating 0.00								
N 19	All	10/02/12	10/07/12	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135p	--W----	:30	1	$75.00	6	0.00	NM	1	$75.00
	Week:	Start Date 10/01/12	End Date 10/07/12	Weekdays --W----	Spots/Week 1	Rate $75.00	Rating 0.00								
N 20	All	10/02/12	10/07/12	Access Hollywood Late PM Access Hollywood Late PM	CM	M-Th 1135p-1207a	-T--F--	:30	2	$55.00	6	0.00	NM	2	$110.00
	Week:	Start Date 10/01/12	End Date 10/07/12	Weekdays -T--F--	Spots/Week 2	Rate $55.00	Rating 0.00								
												Totals		35	$8,035.00

*Tax 1 Note: ABQ 7%.